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NEW FRUITS for 1914

E. W. Jones Nursery Co., Woodlawn, Va.

VIRGINIA BEAUTY APPLE

This excellent winter variety appears to have originated early in the last century as a chance seedling on the farm of the late Mr. Zachariah Safe-right, now owned by Mr. C. C. Edwards, in Carroll County, Va., which was then a part of Grayson County. The original tree, which is still standing, is reported to have borne fruit in 1826. Soon after that date the variety was disseminated throughout Carroll, Grayson, Wythe, and Pulaski counties by Mr. Martin Stoneman, who used scions of it for top-grafting trees in orchards on various farms. Old men in that region state that it was known to them as a disseminated variety in their boyhood. It was first disseminated under the names "Zach" and "Zach Red," but as neither of these appears to have been published they are not admitted as synonyms. About 1850 Mr. Stoneman named the variety "Virginia Beauty," under which name it appears to have been first catalogued and offered for sale soon after 1871 by the Franklin Davis Nursery Company, then of Richmond, Va., which began its propagation in nursery in that year. So far as known, it has no published synonyms. The earliest published description appears to be that contained in the Report of the Pomologist of the Department of Agriculture for 1895, page 36.

Though apparently never extensively advertised or illustrated, the Virginia Beauty is quite widely distributed throughout the mountain region of Virginia and North Carolina, and is recognized as a promising variety for like latitudes, at least as far west as eastern Nebraska. Its mild flavor, which closely approximates sweetness, is highly appreciated in southern markets, where the variety commands a premium on this account, and accordingly it is being considerably planted as a commercial variety in the mountain region referred to.

DESCRIPTION

Form quite variable, ranging from oblate to roundish oblong; size medium to large; surface smooth, glossy; color dark yellow, almost entirely covered with purplish red, showing occasional dim stripes of darker red; dots variable, numerous, russet, some indented; cavity irregular, of medium size and gradual slope, sometimes lipped and unusually russeted; stem short, rather stout, frequently bearing bracts; basin regular, small, shallow, slightly furrowed and lumpy; calyx segments thin, converging; eye medium, closed; skin moderately thick and tenacious; flesh greenish yellow, fine grained, tender, juicy; core medium to large, conical, clasping; seeds numerous, of medium size, short, plump, brown; flavor mild subacid, almost sweet; quality good to very good for dessert use in the fresh state and for baking. Season, October to February in the mountain region of North Carolina and Virginia.

The tree is reported to be a moderately strong, rather upright grower, becoming somewhat pendulous after reaching bearing age.

THE SOUTHERN FRUIT GROWER

Chattanooga, Tenn., Dec. 29, 1913.

E. W. JONES NURSERY CO.,
Woodlawn, Va.,

GENTLEMEN:—We thank you for your favor of December 23rd, and for the specimen of the Virginia Beauty apple, which arrived in good condition, and we found it very delicious, indeed. We have often purchased the Virginia Beauty apple on the market here, but frankly, the most of them that come to this market do not show up very well on the outside, but are of splendid quality. Do you happen to have a photograph of the original Virginia Beauty apple tree? If so, we would be glad to have a copy.

Thanking you kindly for your favor in sending the apple, which we appreciate very much, we remain

Yours truly,
THE FRUIT GROWER PUBLISHING CO.



North Carolina Department of Agriculture

Raleigh, December 29, 1913.

E. W. JONES NURSERY CO.,
Woodlawn, Va.,

GENTLEMEN:—On returning to my office after a brief absence, I have your letter of the 23rd inst., and also a sample of a Virginia Beauty apple.

On account of its fine aroma, I was able to identify it before the package was fully opened. I have no hesitation in giving you a recommendation for the Virginia Beauty apple, because I consider it is one of the best varieties that has been introduced in a long time for domestic uses, and also for commercial production. We grow the Virginia Beauty quite extensively here in North Carolina, and consider it one of our best varieties. The apple is of fine texture and delicious flavor, and wins its way everywhere. On account of its late blooming habits, it is one of the surest croppers we have, as it seldom misses a crop even in unfavorable years. Though the Virginia Beauty is considered a fall and winter apple, I find that in holding it for exhibition purposes that it stands up splendidly in cold storage. I am recommending this variety here for planting in commercial orchards in this state.

Very truly yours,
W. N. HUTT, Horticulturist.

The Virginia Beauty originated near our nurseries and we can furnish genuine trees which will bear superior fruit to other Virginia Beauty trees. There has been a good many trees sold by other companies for Virginia Beauty which, when they came into bearing, proved to be something else. Do not buy trees unless they are sold with seal attached and then you will be sure to get trees true to name

E. W. JONES NURSERY CO.

We quote from "Progressive Farmer:—

A nurseryman in Carroll County, Va., where the original tree of the Virginia Beauty apple is still growing, sends me a sample of this apple. I have often wondered why this handsome red apple, and an apple of good quality and keeping character, has not been more planted in the South. In general shape it resembles the Stayman Winesap, but is much higher colored, and in quality it is good. It is hoped that the apple will be more generally introduced, for we need native apples, acclimated to Southern conditions.

PEACHES

EARLY WONDER.—We consider this the most remarkable and the most valuable peach we ever saw. It ripens in May far ahead of any other peaches. In quality, it is simply delicious. In size, it ranks among the largest peaches. Its color is as brilliant red and yellow as nature could lay on. It is hard to see how more could be desired of a peach—extra earliness, exquisite flavor, large size, brilliant color and great productiveness. But that is not half; its unique virtue is yet to come. It blooms late, and is never killed by frost. We have fruited it for eight years, and know this to be a fact. Early Wonder bears a crop every year, even when every other variety fails. This alone quadruples its value. It is a peach that never fails. An orchard in Early Wonder would come in good bearing in three years, and in full bearing in four years, and would prove a gold mine at the high prices for May peaches. Succeeds splendidly all over the country and even as far south as the Gulf of Mexico.

PERFECTION:—This new and valuable peach originated about three miles above Weston, Umatilla County, Oregon, near the timber line of the Blue Mountain Range, which proves its hardiness. The fruit is of the largest size, yellow, with a beautiful blush cheek. The flesh is thick and very fine grained, yellow, with red around the pit, which is nearly as small as a prune seed. Its tough skin, firm flesh and good keeping qualities place it in the lead for a desirable shipping and market variety. Ripens from 10th to 15th of September. We cannot recommend this new peach too highly to our friends and patrons

EARLY ELBERTA:—It is truly named. It is of the Elberta type, large golden yellow, which is in beautiful contrast to the rich blush on the sunny cheek. The flesh is yellow like the Elberta, but far better quality, sweeter and finer grained. The tree is a strong grower, of the Elberta type, and has a tendency to thin itself, carrying moderate loads of fruit. The Early Elberta originated with Dr. Sumner Gleason, of Utah, who gives the following description:

"Seedling of Elberta with all the characteristics of its parent, stocky growth of tree, thins itself, even size of fruit, long keeping and shipping, hardier, better quality, higher color, and a week earlier—going out as Elberta is coming in. As a canning peach it has better flavor and color than the regular Elberta, does not rag out, and uses less sugar. Its size and shape being almost identical with Elberta, it passes on the market as an Elberta and the customer gets a better peach, the grower thereby getting the benefit of repeat orders."

Season of Ripening: Forty-two days after Mayflower and eight days before Elberta. About same season as Crawford Early, Georgia Belle and J. H. Hale.

QUINCE

PINEAPPLE.—The only quince in the world that can be eaten raw like an apple. The flavor is suggestive of the pineapple, the "pucker" taste being absent. Has a most delicious flavor. The Pineapple quince will cook as tender in five minutes as the best of cooking apples, and with a flavor never before equaled. Jelly made from it is superior to that made from any other known fruit—absolutely unapproachable—something which could never have been thought of until it was brought into existence. The fruit in form and size very much resembles the Orange quince, but is smoother and more globular; much lighter yellow. Average weight about three-quarters of a pound each.

PLUM

GAVIOTA.—This beautiful plum is extremely valuable, both as a table and shipping fruit. Ripens from July 15th to August 5th, and is of a deep rosy purple color; flesh honey yellow, being very fragrant and sweet to the pit, which is so small that the fruit can be called almost stoneless. The "Gaviota" is a late bloomer and always escapes every emergency, and always produces a full crop when nearly all others fail.

BLACKBERRY

MACATAWA.—This variety has not fruited on our ground, therefore note originator's description as follows:

"I have named this berry Macatawa, as that term carries to me the idea of our cold Michigan winter and our occasional dry summers, which this berry stands without the slightest damage. It went through the winters of 1911-12 and 13 in an exposed position without freezing. The Macatawa is a cross between the Giant Himalaya Berry and Eldorado Blackberry. Himalaya is a hardy perennial which bears fruit all along its branches, on the old and new wood alike, and propagates from the tips. The cross has characteristics of both its parents. The fruit is very large and sweet—sweet even when green. It is coreless and almost seedless. The plants begin to bloom about the first of June and keep up a continual production of flowers all summer and until frost stops the growth. The berries begin to ripen about the middle of July, coming along all the time until frost, when some green ones are frozen. The bloom is white, nearly 2 inches in diameter, and almost semi-double. It is a true ever-bearing berry, the fruit ripening as the new wood hardens, and one of the most tremendous yielders in the world today. The young plants come from suckers, in the same way as any other Blackberry propagates, but the form is more bushy—something on the order of a red raspberry, but larger and wider. The plants begin to bear during their first year, and produce a very heavy crop the second year from planting. I have only 25,000 plants for sale this year, and particularly want berry plant-growers and old fruit-growers to try this coming commercial Blackberry. If you are interested, it will pay you to come to Holland and see my plants. I have 500 plants in one lot which produced, in 1912, 502 quarts, that were sold for 30 cents a quart, or \$150.60"

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